George Gerbner

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TOTAL OF 1# PAGES (INCLUDING THIS ONE)

May 28, 1996

Dear Mark:

The next page is a communication (last one I found) from the Benton Foundation. I hope phone and address are still good; if not, let me know. The Executive Director is Larry Kirkman. I suggest that you call and ask for application guidelines, and/or annual report that will give you more info. I encourage you to apply; chances are that they know your work and may be interested.

I just remembered that the last I heard the Markle Foundation is no longer funding media projects.

Next I am sending you drafts of the CEM Declaration and Charter that you kindly agreed to review. I would appreciate getting your comments before I send this to the Steering Committee for more suggestions.

Congratulations (and thanks) for the *Nation* piece and the good NPR interview and plug. Calls are still coming in!

I will be in touch with you again about new developments. Meanwhile, look forward to comments; welcome to use home fax (610 642 3061).

Sincerely yours -

George

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THE JOHNS HOPKINS UNIVERSITY · BALTIMORE, MARYLAND 21218-2690

THE WRITING SEMINARS
(410) 516-7563 / FAX (410) 516-6828

September 9, 1996

Robert Sherman
Surdna Foundation
330 Madison Avenue, 30th floor
New York, NY 10017-5001

Dear Mr. Sherman:

Thanks for your offer to pass the enclosed proposals on to other funders.

We're hoping to establish a new research center within the Writing Seminars department, which would generate, on a regular basis, detailed and visually arresting charts of media ownership--charts that would help tell the American people who owns what in all the media industries. You may have seen the June 3 issue of The Nation, which was devoted to the ever-growing problem of media monopoly. That issue featured a special four-page centerfold
demonstrating both the size and interests of those four giant corporations that control the TV news (among other things): Disney, Westinghouse, Time-Warner and GE.

It's a very striking demonstration--indeed, so striking that it won tremendous popular and critical success for that special issue of The Nation, which has sold in unprecedented numbers, and earned a lot of highly favorable coverage. (Enclosed are copies of that issue and the most important articles.)

The research center will continue to generate charts of media ownership--national, international and local. There will be industry-specific charts, to show exactly who owns TV, radio and the movies, the newspapers and magazines, the music business and the book publishing industry. (That last will be the subject of our next chart in The Nation, coming in November.) There will also be local media charts, demonstrating who owns the TV and radio stations, newspaper(s), city magazine(s) and cable franchise in every US city. We will also provide detailed information on the boards of directors and the major shareholders, so that the people, and all interested professionals and activists, might know who's actually calling all the shots.

The budget for this new center is a modest one, as the enclosed figures will make clear. So far, we've been fortunate in our fund-raising: Norman Lear and Paul Newman have both donated $10,000, Michael Moore has pledged $2,500, Stanley Sheinbaum has sent $1,000, and we've won $16,000 more in grants from various foundations.

We're looking now for start-up funds; and so any assistance you might be able to offer would be of great value to us. Interested parties may contact either me, or Mark Crispin Miller, the chairman of the Writing Seminars here at Hopkins, and Director of the Project. Thanks again for your help.

Sincerely,

Janine Jaquet
Director of Research, Media Studies Project

May 12, 1997

Professor Neil Postman
School of Education
Department of Culture and Communication
New York University
239 Greene Street, Suite 735
New York, NY 10003

Dear Neil:

I am pleased to support the appointment of Professor Mark Crispin Miller to the faculty of the Department of Culture and Communication.

Professor Miller is a leading member of the small group of public intellectuals whose activities as scholars and citizens define the intellectual climate of our age. He is a prolific writer , critic and commentator. His books are used widely by scholars and lay persons alike.

I have known Professor Miller for many years as a colleague and contributor. I am certain that he will bring furher distinction and credit to your department.

Sincerely yours,

George Gerbner,
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania